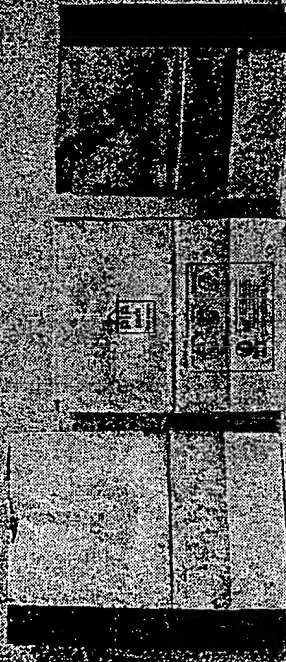


# Size Matters

Low item count, double-bagging  
for customer satisfaction  
impacting front-end costs?



PIPsacks™ are lighter and shorter than  
1/6-barrel paper sacks and have a 23% greater  
capacity than 1/8-barrel sacks.

**www.pipsack.com**



Visit our web site or call us toll free at  
1-866-PIP-sack for more on the advantages  
of the PIPsack™ and to request your free  
copy of the PIPsack™ Savings Calculator!

## Paper or Plastic? New Sacks Designed To Solve Bagging Issues

As the cost of plastic and paper grocery sacks increase, many retailers across the region are finding the right solution to reducing front-end costs.

Better Bag Marketing, LLC, based in Mt. Laurel, N.J. has made a successful impact and cost savings on this business practice with the introduction of its revolutionary paper sack – the PIPsack™. PIPsacks™ are lightweight paper sacks/bag liners specifically designed to address the key issues associated with front-end packaging: low item count, double-bagging, and customer satisfaction.

"The PIPsack™ is less expensive for the retailer, easy to carry

and doesn't infringe on the handles of a plastic bag," says Sal Sotis General Manager of Bunzl – Norristown, a national paper distributor in the region.

PIPsacks™ measure the same at their perimeter like the most commonly used 1/6-barrel sack, but are shorter and lighter in basis weight so they require less paper to manufacture resulting in lower cost. And the savings comes without adversely affecting customer satisfaction, cubic capacity, or item count. All of these factors help in reducing cost and can help reduce and even eliminate those dreaded complaints.

PIPsacks™ offer substantial savings over 1/8-barrel sacks be-

cause they have a 23 percent greater capacity says, "Rocco D'Antonio, president of Better Bag Marketing, LLC. The 1/8-barrel sack also reduces the capacity of plastic when used to address double-bagging. Because the 1/8 is smaller, it reduces the usable capacity of plastic by 23 percent, which can reduce item count and drive up plastic costs. "Using a 1/8-barrel sack in plastic is the equivalent of throwing away 230 plastic sacks from each case," says D'Antonio. As the cost of paper continues to rise, the savings in reducing the amount of bags used can help the front-end

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### Building A Better Bag

(Continued from page 29)

invent the product by reaching out to retailers and taking the time to educate them on how this product can better fulfill their needs and save money at the same time.

Better Bag Marketing has successfully delivered innovative programs and quality products to its supermarket customers. The PIPsack™ is an example of providing for its retail customers an added benefit and competitive advantage while helping offset an innovative product to its customers.

For more information, visit their web site [www.pipsack.com](http://www.pipsack.com) or call Better Bag Marketing toll free at 1-866-PIP-sack.

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### Designing A Better Bag

"The PIPsacks™ are not as tall as the regular grocery bags," says Joe Sheridan, manager of the Port Richmond Thriftway in Philadelphia. "So when a customer requests their groceries be double-bagged, the PIPsack™ fits better in a plastic bag and helps reduce product falling out of the bags." "The result of using these bags provide customer satisfaction making it easier for the customer to carry and provides more convenience at the check out," said Sheridan.

Paper distributors find the PIPsack™ a value added product for both their supermarket customers and the consumer. "The biggest benefit to the retailer is that it helps reduce cost at the front-end," says Bob Tees, Sales and Marketing Manager for Penn Jersey Paper Company. "Better Bag Marketing has helped re-

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